

LAURA AHRENS BROWN

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July 16, 2019

To whom it may concern:

I am writing to recommend Drew Goff, an outstanding UX designer, for your open role.

Drew was brought to my attention when he joined the UX/UI team at Springleaf Financial (now OneMain Financial). We collaborated on multiple initiatives and I was immediately impressed with his professionalism and enthusiasm for his work.

From my experience, Drew is a highly skilled developer and I can attest to his commitment to continuous improvement in his skill set and the work he produces. He is an open-minded individual who is dedicated to making a substantive contribution to any team he joins.

One example of his character is when he was asked to work with my team at Springleaf to develop a new digital style guide that would enable employees across multiple companies to create communications that were on-brand during a merger transition. Drew approached the critical and time-sensitive project with the determination to exceed the project goals rather than simply execute at an acceptable level. The end result was a project that met the immediate need and built a foundation for improved future brand management.

Based on our experience together, I can confidently recommend Drew. If you would like to talk further, please feel free to reach by email or by phone.

Sincerely,

A handwritten signature in black ink, appearing to read 'Laura Ahrens Brown', with a long horizontal flourish extending to the right.

Laura Ahrens Brown
Marketing Manager, North American Building Products